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MOORE'S
Book of Roses

RETAIL

Fall 1939 -- Spring 1940

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ROSE BUSHES
Flowering Shrubs
EVERGREENS
Fruit Trees

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MOORE NURSERY & FLORAL COMPANY

P. O. BOX 756

TYLER, TEXAS

'The World Needs 'Moore' Roses'



Rose Bushes of Superior Quality at Lower Prices

Our Roses for this season are in excellent condition, and we recommend them to any gardener who wants a better rose garden. We served hundreds of satisfied customers with our good grade, good quality rose bushes last season. Their patronage was much appreciated and we hope to have the privilege of taking care of their requirements for roses again this year. We are also looking forward to becoming acquainted with many new customers in the way of supplying them with "Moore" Roses.



Our Guarantee

We again offer our customers the benefit of this liberal guarantee: Any roses which fail to live will be replaced free of charge. This offer is good only until May 1st. We guarantee the bushes we ship you to be true to name and grade, strong, and free from disease. Packed by experts to reach you in first class condition. We guarantee all bushes to bloom as represented on list.



Select superior quality two-year-old field-grown plants from a reliable nursery, growers of dependable nursery stock for twenty-seven years.

Plants are properly dug and handled, carefully packed and shipped to you while they are fresh and green, pruned ready to plant.

SHIPPING TIME—November 1st to April 1st.

TERMS—Cash with order. No C. O. D's., please.

PRICES ON ROSES include shipping charges. Your order will be shipped to you by prepaid express or parcel post, except as noted for balled and burlapped evergreens, shrubs and trees.

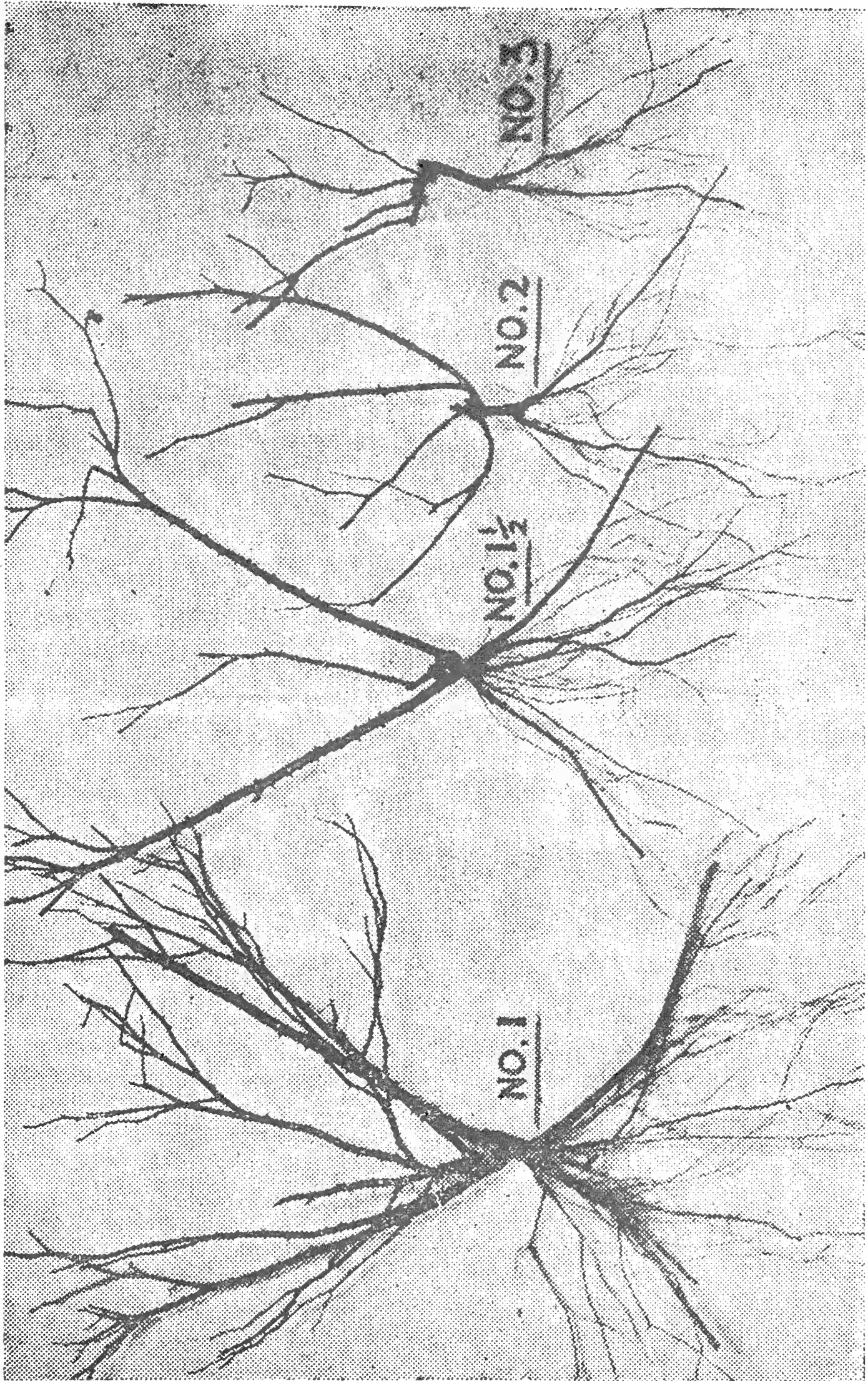
ALL ORDERS will be filled with strictly first-class No. 1 grade plants. See illustrations of the grades of roses.

“The World Needs ‘Moore’ Roses”





GRADES OF ROSES



No. 1 Grade—the kind we use to fill our mail orders.
No. 1 1/2 Grade, used for Wholesale Trade when No. 1 1/2 Grade is specified
No. 2 and No. 3 Grades, the kind you get at “bargain” sales, offered as “Two-year old, field-grown roses.”





A List of Varieties of Roses

Proven by Test to be the Best

Dependable varieties selected by rose-lovers everywhere. All orders will be filled with strictly first-class No. 1 grade plants. All varieties included in the following list priced as follows:

Per Dozen	\$2.65
Per Half Dozen	1.50
Per 100	15.00
Per 50	8.50

EXCEPT WHERE NOTED

Everblooming Bush Roses

AMERICAN BEAUTY	Rose pink, double
AMI QUINARD	Dark velvety red, almost black
ANTINEA	Clear apricot, suffused pink
AUTUMN	Orange bronze and gold
CALEDONIA	Long buds, beautiful white
CHAS. K. DOUGLAS	Striking crimson, scarlet, hardy
COLUMBIA	Bright pink, long buds
CONDESSA DE SASTAGO	Two-tone yellow and orange
DAINTY BESS	Deep pink, single, very attractive
DAME EDITH HELEN	Unusual pure pink, very double
DOTTY	Bronzy yellow, a dependable variety
DUQUESSA DE PENARANDA	Pure clear orange
E. G. HILL	Dazzling red, fine cut flower
EDITH NELLIE PERKINS	Salmon pink and copper
EDITOR McFARLAND	Deep sparkling pink
ETOILE DE FRANCE	Vivid crimson
ETOILE DE HOLLANDE	Dark scarlet, double, fragrant
F. J. GROOTENDORST	Clusters of small red flowers
FRANCIS SCOTT KEY	Very double light crimson
FRAU KARL DRUSCHKI	Magnificent snow-white
GENERAL JACQUEMINOT	Clear red, excellent shape
GOLDEN DAWN	Large buds, deep yellow
GOLDEN OPHELIA	Yellow, small perfect buds, dainty
GRUSS AN TEPLITZ	Medium size blooms, velvet crimson
HEINRICH GAEDE	Orange scarlet
JOANNA HILL	Rich creamy yellow
J. J. L. MOCK	Very double, two-tone pink
JULIEN POTIN	Pointed buds, pure deep yellow
K. A. VICTORIA	Perfectly formed blooms, white
KOENIGIN LUISE	Large, double, snow-white
LADY HILLINGDON	Slender, pointed buds, deep yellow

'The World Needs 'Moore' Roses'





LA FRANCE	Bright silvery pink, intensely fragrant
LEONARD BARRON	Large, double, clear pink
MAX KRAUSE	Large, double, golden yellow
MEV. G. A. VAN ROSSEM	Golden orange, red-veined
MRS. CHAS. LAMPLOUGH	Massive creamy white blooms
MRS. CHAS. BELL	Salmon or shell pink Radiance
MRS. E. P. THOM	Clear golden yellow
MRS. PIERRE S. DuPONT	Clear deep golden yellow
MALAR ROS	Large scarlet blooms, pointed, showy
MARGARET McGREDY	Double, cupped orange-vermillion
McGREDY'S SCARLET	Brilliant velvety scarlet
MME. NICHOLAS AUSSELL	Glowing orange, salmon
PRES. HERBERT HOOVER	Cerise pink, flame, yellow
PINK RADIANCE	Rose pink, reverse petals lighter
PINK GROOTENDORST	Clusters of small pink blooms
PINK PEARL	Massive buds of deep rose-pink
RED COLUMBIA	Dark red, pointed buds
RED RADIANCE	Globular flowers of deep rose-red
ROSLYN	Large double golden yellow, deep orange
SENIOR	Splendid new red rose, excellent for cutting
SENSATION	Large double, showy scarlet
SUNBURST	Fine yellow flowers, orange at center
TALISMAN	Brilliant red and gold
ULRICH BRUNNER	Bright carmine, cupped, fragrant
WHITE KILLARNEY	White

Climbing Roses

CLIMBING AMERICAN BEAUTY Rose pink

CLIMBING CALEDONIA, or MARTHA RUTH MOORE—A sport of the well-known Caledonia, long pointed snow-white buds, opening to large beautiful well-shaped fragrant flowers. Rapid grower. A test of four years has proven this variety to be the best white climber on the market.

Each 50c Per Dozen \$4.50
Postpaid

CLIMBING GOLDEN DAWN New, flowers same as bush variety

CLIMBING JESSIE ANDREWS Sport of Condessa de Sastago
Flowers are the same as Condessa, large and gorgeously colored. Double and fragrant. Orange scarlet and deep gold. Hardy grower, beautiful foliage.

Each 50c Per Dozen \$4.50
Postpaid

CLIMBING PRES. HOOVER Cerise, flame red, yellow

CLIMBING RED RADIANCE Flowers same as bush variety

‘‘The World Needs ‘Moore’ Roses’’





CLIMBING ROSLYN Sport from the bush variety
 Long pointed buds of deep yellow, tinged orange. Dark glossy
 green foliage, a hardy grower.

Each 50c Per Dozen \$4.50

CLIMBING TALISMAN Brilliant red and gold
 MARY WALLACE Large double, shining pink
 MME. GREG. STAEHELIN, or SPANISH BEAUTY Pink
 PAUL'S SCARLET CLIMBER Clusters of scarlet flowers

Polyanthas or Baby Ramblers

CECILE BRUNNER, or SWEETHEART Perfect form, pink
 D. T. POULSEN Brilliant scarlet red
 GOLDEN SALMON Bright orange-scarlet
 KIRSTEN POULSEN Large single light red clusters
 LAFAYETTE Large frilled, striking light crimson
 MISS EDITH CAVELL Small semi-double, scarlet
 MISS EDITH CAVELL Small, semi-double, scarlet
 SALMON SPRAY Rich salmon pink, reverse carmine

P R I C E S

Per Dozen	\$2.65
Per Half Dozen	1.50
Per 100	15.00
Per 50	8.50

POSTPAID

Patented Roses

	Each	Dozen
ALEZANE (Pat. 116) Brownish red	\$1.25	\$12.50
BETTER TIMES (Pat. 23) Perfect cerise red blooms	1.00	10.00
COUNTESS VANDAL (Pat. 10) Brilliant scarlet	1.00	10.00
ECLIPSE (Pat. 172) Yellow, streamlined buds	1.25	12.50
GLOAMING (Pat. 137) Exhibition pink	1.00	10.00
MARY HART (Pat. 8) Fragrant; blood red	1.00	10.00
McGREDY'S TRIUMPH (Pat. 190) Scarlet and orange	1.25	12.50
MRS. FRANCIS KING (Pat. Pend.) Sunset shades	1.50	15.00
ROCHESTER (Pat. 131) Oriental pearl; Floribunda	.85	8.50
SNOWBANK (Pat. 279) White Floribunda	.85	8.50
SIGNORA (Pat. 201) Improved Hoover	1.25	12.50
TEXAS CENTENNIAL (Pat. 162) Blood to cerise red	.60	6.00
FEU PERNET-DUCHER (Pat. 103) Golden yellow	1.00	10.00
GOLDEN STATE (Pat. 303) Buff-yellow	1.50	15.00
FLASH—Climber (Pat. Pend.) Flashing red and gold	1.00	10.00
MME. COCHET-COCHET (Pat. 129) Coppery pink	1.00	10.00
BLAZE (Pat. 10) Brilliant Scarlet flowers, Climber	1.00	10.00
DOUBLOONS, Climber (Pt. 152) Double yellow bloom	1.50	15.00
McGREDY'S PINK (Pat. Pend.) Vigorous bright pink	1.50	15.00
McGREDY'S SUNSET (Pat. Pend.) Sunset shades	1.50	15.00





Ten Points for A Better Rose Garden



1. Prepare beds for roses well in advance of planting. Mix sand and leaf mold or well rotted compost with soil if native soil is heavy. A layer of gravel or pieces of tile can be used in the bottoms of the holes if locality has little or no drainage. Roses require plenty of plant food and water and adequate drainage. A great deal of the rose trouble in the Gulf Coast section is caused from plants not having enough drainage.

2. Do not plant more roses than can be properly cared for. A few plants properly fertilized, watered, sprayed, pruned and cultivated will give more satisfactory results than a large planting which has to be more or less neglected in some respects.

3. Plant roses early. The plants should be in the ground not later than January 15th, for best results in the South. Roses set in November, December and January get the benefit of winter rains and have time to make feeder roots before growth begins in spring. The buyer also gets better quality plants in a better selection of varieties when he plants his rose garden early.

4. Buy good grade number one plants from a reliable grower. Even if you have to pay more for them, get good plants to begin with and have a successful garden the first year. Beware of the peddler and dealer who have had no experience in growing roses, but who advertise "Two-Year-Old Tyler Rose Bushes" at bargain prices. They are most likely unloading some undergrade stock that could not be moved through the regular channels. Order roses from the grower or dealer who can and will specify the quality and grade of plants he is selling.

5. Select varieties recommended for your section. The following are some of the better kinds for the Gulf Coast:

Red Radiance

Condessa de Sastago

Edith Nellie Perkins

Etoile de Hollande

Margaret McGredy

Roslyn

Mrs. Chas. Bell

E. G. Hill

Pres. Herbert Hoover

Pink Radiance

Dainty

Editor McFarland

Frau Karl Druschki

Mrs. Chas. Lamplough

Talisman

Dotty

McGredy's Scarlet

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6. Set plants in holes that are large and deep enough to allow natural spread of roots and to barely cover the union of the top and understock. Fill in the hole with good top soil and tamp firmly around the roots. Put no fertilizer in the hole, but work a good complete fertilizer around each plant after setting. Cotton seed meal is good, or any complete fertilizer recommended for roses. Thereafter use one-fourth to one-half pound for each plant at three month intervals, beginning early in spring. Water well at time of planting and during a drouth in summer, soak beds thoroughly once a week.

7. Plants should be purchased "pruned ready to plant;" however, each cane may be given a fresh cut at time of planting. Early in spring after the first year, prune the bushes back to three to five strong canes the length as when set.

8. Use sulphur dust to prevent and to cure black spot, a disease which causes foliage to turn yellow and drop off, then turns the canes black and finally causes the plant to die. Begin dusting when the first grown leaves appear and continue at eight or ten day intervals up to June 1st.

9. Cultivate freely to keep top soil loose. Hoe out all weeds and grass, and plow or fork the ground to allow air to reach the roots. Loosen the soil after each rain or irrigation as it is necessary to maintain at least a shallow cultivation.

10. Keep the bloom stems cut off after flowers open, in order to keep plants growing and developing new buds. Do not cut stems too long—leave two or three leaves at base of stem.



“The World Needs ‘Moore’ Roses”





Broad-Leaved Evergreens

PRICES AND TERMS

Cash with order; no C. O. D's. All prices f. o. b. Tyler, Texas. We do not prepay orders for balled and burlapped plants. Shipment by freight or express. Note: B. & B.—Balled and Burlapped.

ABELIA—B. & B.—2 to 3 feet	50c	3 to 4 feet	75c
AMERICAN HOLLY—B. & B.—15 to 18 inches			75c
AMUR PRIVET SOUTH—Not Balled—2 to 3 feet			15c
		3 to 4 feet	25c
CAPE JASMINE—GARDENIA—B. & B.—9 to 12 inches			50c
		12 to 18 inches	75c
CHERRY LAUREL—B. & B.—12 to 18 inches	50c	18 to 24 inches	75c
DWARF BOXWOOD—B. & B.—8 to 10 inches			45c
DWARF BROOM—B. & B.—12 to 15 inches	45c	18 to 24 inches	75c
ELEAGNUS—B. & B.—15 to 18 inches			45c
EUNONYMOUS JAPONICA—B. & B.—18 to 24 inches			40c
FIRETHORN— <i>Pyracantha lalandi</i> or <i>yunnanensis</i> —B. & B.—			
2 to 3 feet	75c	3 to 4 feet	1.00
MAGNOLIA—B. & B.—18 to 24 inches			\$1.00
NANDINA—B. & B.—12 to 18 inches			50c
		18 to 24 inches	65c
		2 to 3 feet	1.00
WAXLEAF LUCIDUM—B. & B.—18 to 24 inches			75c
YELLOW JASMINE—B. & B.—18 to 24 inches			65c
YOUPON HOLLY—B. & B.—12 to 15 inches			50c

Coniferous Evergreens

PRICES AND TERMS

Same as for Broad-Leaved Evergreens

Note: B. & B.—Balled and Burlapped

CEDRUS DEODARA—B. & B.—			
12 to 18 inches	75c	18 to 24 inches	1.00
ITALIAN CYPRESS—B. & B.—			
18 to 24 inches	50c	3 to 4 feet	1.00
PFITZER JUNIPER—B. & B.—12 to 18 inch spread			65c
RED CEDAR—B. & B.—			
18 to 24 inches	75c	2 to 3 feet	1.25
		3 to 4 feet	1.75

‘The World Needs ‘Moore’ Roses’





Ornamental Shade Trees

PRICES AND TERMS

Same as for Broad-Leaved Evergreens

Not Balled—Not Prepaid

CHINA TUNG OIL—Not Balled—2 to 3 feet	45c	3 to 4 feet	65c
CHINESE ELM—Not Balled—			
5 to 6 feet	50c	6 to 8 feet	75c
		8 to 10 feet	1.25
DOGWOOD—Pink or white flowering—Not Balled—18 to 24 inches			40c
REDBUD—Not balled—3 to 4 ft.	35c	4 to 5 ft.	55c
		5 to 6 ft.	75c
SILVER LEAF MAPLE—Not balled—3 to 4 ft.	50c	4 to 6 ft.	75c

Flowering Shrubs

PRICES AND TERMS

Same as for Broad-Leaved Evergreens

Not balled—not prepaid. All plants are hardy 2-Year old, well branched.

ALTHEA—Double red or double white—Not balled—2 to 3 feet				30c
BEAUTYBERRY, Callicarpa Americana—Not balled				
2 to 3 feet	25c	3 to 4 feet		35c
BUDDELIA—Not balled—2 to 3 feet				25c
CREPE MYRTLE—Pink, purple or red—Not balled—				
18 to 24 inches	20c	2 to 3 feet		25c
DEUTZIA—Pride of Rochester, fortunei—Not balled—				
2 to 3 feet	20c	3 to 4 feet	25c	4 to 5 feet
				30c
FLOWERING QUINCE, Cydonia Japonica—Not balled—				
2 to 3 feet	40c	3 to 4 feet		60c
FORSYTHIA SPECTABILIS—Not Balled—				
2 to 3 feet	20c	3 to 4 feet	25c	4 to 5 feet
				35c
LANTANA—Not balled, well branched—3 feet				30c
PURPLE WISTERIA—Not balled, heavy				50c
RED CHOKEBERRY—Not balled—18 to 24 inches	20c	2 to 3 ft.		25c
RED SNOWBERRY—Not balled—18 to 24 inches	20c	2 to 3 ft.		30c
ROSEA WIEGELIA—Not balled—				
2 to 3 feet	20c	3 to 4 feet	35c	4 to 5 feet
				45c
SPIREA, Vanhoutte, Billardi or Reevesiana—Not balled—				
18 to 24 inches	15c	2 to 3 feet	20c	3 to 4 feet
				25c

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Fruit Trees

PRICES AND TERMS

Same as for Broad-Leaved Evergreens

Not balled—Not prepaid

APPLE—Arkansas Black, Delicious and Early Harvest—					
2 to 3 feet	15c	3 to 4 feet	25c	4 to 5 feet	35c
APRICOT—Early Golden, Cluster—					
2 to 3 feet	20c	3 to 4 feet	30c		
CHERRY—Compass—					
2 to 3 feet	20c	3 to 4 feet	30c		
FIG—Everbearing—12 to 24 inches					
NATIVE PERSIMMON—2 to 3 feet					15c
NECTARINE—					
2 to 3 ft.	15c	3 to 4 ft.	20c	4 to 5 ft.	30c
PEACH—Elberta, Diamond King and Red Indian—					
2 to 3 feet	15c	3 to 4 feet	20c	4 to 5 feet	30c
PEAR—Leconte, Garber and Kieffer—					
3 to 4 ft.	25c	4 to 5 ft.	35c	5 to 6 ft.	50c
PLUM—Burbank, America, Gold, Bruce, Sapa and Opata—					
2 to 3 ft.	15c	3 to 4 ft.	25c	4 to 5 ft.	35c



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